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PTO/SB/81 (02-01)

Approved for use through 10/31/2002 OMB 0651-0035

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## POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	UNKNOWN
Filing Date	UNKNOWN
First Named Inventor	ELDERING
Title	Targeting Ads to Subscribers based on Privacy Protected Subscriber Profiles
Group Art Unit	UNKNOWN
Examiner Name	UNKNOWN
Attorney Docket Number	T741-10

I hereby appoint:

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as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

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☒ Applicant/Inventor.

☐ Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

### SIGNATURE of Applicant or Assignee of Record

Name

CHARLES A. ELDERING

Signature

*Charles A. Elder*

Date

August 10, 2001

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

☒ \*Total of 3 forms are submitted.

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### SIGNATURE of Applicant or Assignee of Record

Name

JOHN A. SCHLACK

Signature


Date

8/10/01

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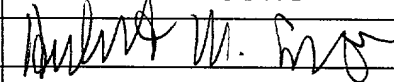
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### SIGNATURE of Applicant or Assignee of Record

Name

HERBERT M. LUSTIG

Signature



Date

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